



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	7,078		49,264		144,176	
Households	2,793		17,912		53,483	
Persons per Household	2.53	99	2.75	108	2.68	105
Household Median Income	\$140,811.87	177	\$147,642.77	186	\$131,460.82	165
Household Median Disposable Income	\$111,978.69	163	\$118,201.4	172	\$106,501.47	155
Household Median Discretionary Income	\$87,889.03	172	\$95,290.12	187	\$83,716.63	164
Average Income Per Person	\$71,678.14	166	\$76,134.44	177	\$69,824.13	162
Median Rent	\$1,855.56	132	\$1,826.22	130	\$1,943.4	138
Median House Value	\$884,390.64	232	\$818,016.36	215	\$788,635.16	207
Households in Poverty	138 (4.9%)	39	657 (3.7%)	29	3,045 (5.7%)	45
Household Median Wealth	\$110,775.8	137	\$125,443.96	155	\$112,741.03	139
Average Age	43.17	105	43.8	107	43.01	105
Median Age	43.94	109	45.76	114	43.66	109
Households with Children	868 (31.1%)	116	5,760 (32.2%)	120	16,098 (30.1%)	112
High School Graduate or Higher	4,922 (96.5%)	108	33,784 (95.9%)	107	96,970 (94.7%)	106

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	3,036 (59.5%)	18,825 (53.4%)	51,586 (50.4%)
Pop density (per sq mi)	1,761	1,770	2,105
Area (based on blockgroups)	4	28	68

Population

Population 2024 Q4	7,078	49,264	144,176
Population 2024 Q3	7,011	49,206	143,957
Population 2024 Q2	7,018	49,309	144,543
Population 2024 Q1	6,976	49,180	143,793
Population 2023 Q4	6,945	49,151	143,800
Population 2023 Q3	6,947	49,154	143,692
Population 2023 Q2	6,950	49,153	143,725
Population 2023 Q1	6,956	49,183	143,825
Population 2022 Q4	6,951	49,180	143,873
Population 5 Years Forecast	7,124	49,257	145,739
Population 10 Years Forecast	7,224	49,775	148,096
Persons per Household	2.53	2.75	2.68

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	1 Mile		3 Mile		5 Mile
Group Quarters			72	(<0.5%)	894 (0.6%)
Transient Population - Average Last 4 Quarters	96 (1.4%)	105	96 (<0.5%)	15	267 (<0.5%) 14

Households

Households 2024 Q4	2,793	17,912	53,483
Households 2024 Q3	2,763	17,883	53,392
Households 2024 Q2	2,766	17,918	53,612
Households 2024 Q1	2,746	17,871	53,328
Households 2023 Q4	2,733	17,857	53,320
Households 2023 Q3	2,733	17,857	53,279
Households 2023 Q2	2,735	17,856	53,283
Households 2023 Q1	2,737	17,866	53,327
Households 2022 Q4	2,735	17,864	53,352
Households 5 Years Forecast	2,813	17,910	54,082
Households 10 Years Forecast	2,854	18,103	54,966

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide



Gender

Male	3,507	(49.5%)	101	23,917	(48.5%)	99	70,103	(48.6%)	99
Female	3,571	(50.5%)	99	25,347	(51.5%)	101	74,073	(51.4%)	101

Ethnicity

White	5,801	(82%)	142	41,489	(84.2%)	146	113,530	(78.7%)	136
Hispanic (Ethnic)	642	(9.1%)	46	4,072	(8.3%)	42	16,036	(11.1%)	57
Asian	308	(4.4%)	76	1,587	(3.2%)	56	5,406	(3.7%)	65
Other	206	(2.9%)	56	1,528	(3.1%)	60	5,118	(3.5%)	68
Black	121	(1.7%)	14	588	(1.2%)	10	4,086	(2.8%)	24

Household by Ethnicity

White	2,259	(80.9%)	131	15,340	(85.6%)	139	43,787	(81.9%)	133
Hispanic (Ethnic)	215	(7.7%)	51	1,097	(6.1%)	40	4,087	(7.6%)	50
Other	115	(4.1%)	54	854	(4.8%)	63	2,861	(5.3%)	70
Black	108	(3.9%)	35	202	(1.1%)	10	1,316	(2.5%)	22
Asian	96	(3.4%)	76	419	(2.3%)	52	1,432	(2.7%)	59

Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$181,646.21	163	\$209,170.2	188	\$187,430.98	168
Average Income Per Person	\$71,678.14	166	\$76,134.44	177	\$69,824.13	162
Household Median Income	\$140,811.87	177	\$147,642.77	186	\$131,460.82	165
<\$15K	106 (3.8%)	47	386 (2.2%)	27	1,997 (3.7%)	46
\$15K - \$25K	32 (1.1%)	18	494 (2.8%)	43	2,152 (4%)	62
\$25K - \$35K	54 (1.9%)	29	372 (2.1%)	31	1,806 (3.4%)	50
\$35K - \$50K	116 (4.2%)	40	1,082 (6%)	59	3,497 (6.5%)	64
\$50K - \$75K	281 (10.1%)	64	1,689 (9.4%)	60	4,798 (9%)	57
\$75K - \$100K	406 (14.5%)	113	1,836 (10.3%)	81	6,021 (11.3%)	88
\$100K - \$150K	475 (17%)	96	3,261 (18.2%)	103	9,852 (18.4%)	104
\$150K - \$175K	321 (11.5%)	183	1,707 (9.5%)	152	4,804 (9%)	143
\$175K - \$200K	178 (6.4%)	97	2,263 (12.6%)	192	6,012 (11.2%)	171
\$200K - \$250K	461 (16.5%)	316	2,701 (15.1%)	289	7,026 (13.1%)	252
\$250K - \$500K	199 (7.1%)	319	1,158 (6.5%)	290	3,013 (5.6%)	253
>\$500K	164 (5.9%)	315	963 (5.4%)	288	2,505 (4.7%)	251

Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



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	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$123,558.86		150	\$124,048.67		150	\$115,185.81		140
Household Median Disposable Income	\$111,978.69		163	\$118,201.4		172	\$106,501.47		155
<\$15K	108	(3.9%)	44	459	(2.6%)	29	2,200	(4.1%)	47
\$15K - \$25K	57	(2%)	27	574	(3.2%)	42	2,485	(4.6%)	61
\$25K - \$35K	87	(3.1%)	40	558	(3.1%)	40	2,530	(4.7%)	60
\$35K - \$50K	91	(3.3%)	27	1,202	(6.7%)	55	3,765	(7%)	58
\$50K - \$75K	495	(17.7%)	100	2,345	(13.1%)	74	6,948	(13%)	73
\$75K - \$100K	409	(14.6%)	103	2,107	(11.8%)	82	7,167	(13.4%)	94
\$100K - \$150K	672	(24.1%)	134	4,657	(26%)	145	12,275	(23%)	128
\$150K - \$175K	254	(9.1%)	149	2,368	(13.2%)	217	6,639	(12.4%)	204
\$175K - \$200K	169	(6.1%)	275	983	(5.5%)	249	2,565	(4.8%)	218
\$200K - \$250K	181	(6.5%)	303	1,068	(6%)	279	2,780	(5.2%)	243
\$250K - \$500K	247	(8.8%)	302	1,458	(8.1%)	278	3,795	(7.1%)	242
>\$500K	23	(0.8%)	320	133	(0.7%)	289	334	(0.6%)	243

Discretionary Households Income

Household Average Discretionary Income	\$92,416.49		151	\$95,571.81		156	\$88,277.96		144
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Median Discretionary Income	\$87,889.03		172	\$95,290.12		187	\$83,716.63		164
<\$10K	107	(3.8%)	41	1,053	(5.9%)	63	3,561	(6.7%)	72
\$10K - \$20K	78	(2.8%)	26	658	(3.7%)	35	2,887	(5.4%)	51
\$20K - \$30K	82	(2.9%)	28	567	(3.2%)	30	3,109	(5.8%)	55
\$30K - \$40K	128	(4.6%)	46	1,011	(5.6%)	57	3,141	(5.9%)	59
\$40K - \$50K	216	(7.7%)	87	1,083	(6%)	68	3,323	(6.2%)	70
\$50K - \$75K	554	(19.8%)	114	2,551	(14.2%)	87	7,983	(14.9%)	86
\$75K - \$100K	446	(16%)	136	2,455	(13.7%)	117	7,220	(13.5%)	115
\$100K - \$125K	374	(13.4%)	166	2,204	(12.3%)	152	6,409	(12%)	148
\$125K - \$150K	435	(15.6%)	234	3,216	(18%)	270	7,395	(13.8%)	208
>\$150K	373	(13.4%)	226	3,114	(17.4%)	294	8,455	(15.8%)	268

Households Income by Ethnicity

Average Income - White	\$135,894.09		142	\$131,743.37		138	\$124,929.1		131
Median Income - White	\$149,387.62		172	\$145,894.44		168	\$135,333.4		156
Average Income - Black	\$76,849.54		111	\$98,383.09		142	\$88,174.22		128
Median Income - Black	\$74,726.29		135	\$85,203.67		154	\$83,032.17		150

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$121,912.58 (108)	\$130,981.46 (116)	\$131,552.08 (117)
Median Income - Asian	\$104,166.5 (91)	\$152,403.8 (133)	\$154,524.8 (35)
Average Income - Hispanic	\$116,463.85 (144)	\$140,228.19 (173)	\$115,166.79 (142)
Median Income - Hispanic	\$140,624.37 (202)	\$166,579.53 (240)	\$112,915.38 (162)
Average Income - Other	\$130,888 (146)	\$142,425.69 (159)	\$127,365.97 (142)
Median Income - Other	\$142,499.3 (179)	\$162,294.84 (204)	\$131,434.93 (165)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	43.17 (105)	43.8 (107)	43.01 (105)
Median Age	43.94 (109)	45.76 (114)	43.66 (109)
0-4	341 (4.8%) (89)	2,237 (4.5%) (84)	6,887 (4.8%) (88)
5-13	658 (9.3%) (90)	4,728 (9.6%) (93)	14,133 (9.8%) (95)
14-17	358 (5.1%) (95)	2,511 (5.1%) (96)	7,576 (5.3%) (99)
18-21	363 (5.1%) (93)	2,608 (5.3%) (96)	7,625 (5.3%) (96)
22-24	257 (3.6%) (87)	1,950 (4%) (95)	5,569 (3.9%) (93)
25-29	352 (5%) (84)	2,607 (5.3%) (89)	7,570 (5.3%) (89)
30-34	356 (5%) (7)	2,168 (4.4%) (67)	6,992 (4.8%) (74)

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	1 Mile		3 Mile		5 Mile				
35-39	442	(6.2%)	95	2,526	(5.1%)	7	8,011	(5.6%)	84
40-44	418	(5.9%)	92	2,736	(5.6%)	87	8,443	(5.9%)	91
45-49	431	(6.1%)	102	2,938	(6%)	100	8,919	(6.2%)	103
50-54	493	(7%)	117	3,290	(6.7%)	112	9,630	(6.7%)	112
55-59	562	(7.9%)	129	3,813	(7.7%)	126	10,800	(7.5%)	122
60-64	588	(8.3%)	130	3,989	(8.1%)	126	11,211	(7.8%)	121
65-69	495	(7%)	115	3,498	(7.1%)	117	10,205	(7.1%)	117
70-74	371	(5.2%)	104	2,781	(5.6%)	112	7,714	(5.4%)	107
75-79	295	(4.2%)	108	2,329	(4.7%)	123	5,896	(4.1%)	106
80-84	160	(2.3%)	94	1,388	(2.8%)	117	3,672	(2.5%)	106
85+	138	(1.9%)	96	1,167	(2.4%)	117	3,323	(2.3%)	114

Age - Male

Male Average Age	41.68		105	42.46		107	41.7		105
Male Median Age	42.21		111	43.18		113	42.15		111
0-4	177	(5%)	90	1,149	(4.8%)	85	3,542	(5.1%)	90
5-13	344	(9.8%)	91	2,446	(10.2%)	95	7,272	(10.4%)	97

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	1 Mile			3 Mile			5 Mile		
14-17	189	(5.4%)	98	1,271	(5.3%)	96	3,833	(5.5%)	99
18-21	196	(5.6%)	97	1,319	(5.5%)	96	3,906	(5.6%)	97
22-24	143	(4.1%)	94	999	(4.2%)	96	2,894	(4.1%)	95
25-29	179	(5.1%)	83	1,357	(5.7%)	92	3,913	(5.6%)	90
30-34	184	(5.2%)	77	1,125	(4.7%)	70	3,543	(5.1%)	76
35-39	221	(6.3%)	94	1,238	(5.2%)	77	3,951	(5.6%)	84
40-44	218	(6.2%)	96	1,327	(5.5%)	86	4,084	(5.8%)	90
45-49	214	(6.1%)	102	1,428	(6%)	99	4,285	(6.1%)	102
50-54	259	(7.4%)	124	1,600	(6.7%)	112	4,645	(6.6%)	111
55-59	259	(7.4%)	121	1,795	(7.5%)	123	5,179	(7.4%)	121
60-64	280	(8%)	127	1,910	(8%)	127	5,317	(7.6%)	120
65-69	229	(6.5%)	112	1,653	(6.9%)	119	4,956	(7.1%)	121
70-74	175	(5%)	105	1,269	(5.3%)	112	3,582	(5.1%)	108
75-79	123	(3.5%)	100	1,021	(4.3%)	121	2,551	(3.6%)	103
80-84	71	(2%)	97	596	(2.5%)	120	1,546	(2.2%)	106
85+	46	(1.3%)	89	414	(1.7%)	117	1,104	(1.6%)	107

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	44.64	45.05	44.24
Female Median Age	46.69	47.21	46.01
0-4	164 (4.6%)	1,088 (4.3%)	3,345 (4.5%)
5-13	314 (8.8%)	2,282 (9%)	6,861 (9.3%)
14-17	169 (4.7%)	1,240 (4.9%)	3,743 (5.1%)
18-21	167 (4.7%)	1,289 (5.1%)	3,719 (5%)
22-24	114 (3.2%)	951 (3.8%)	2,675 (3.6%)
25-29	173 (4.8%)	1,250 (4.9%)	3,657 (4.9%)
30-34	172 (4.8%)	1,043 (4.1%)	3,449 (4.7%)
35-39	221 (6.2%)	1,288 (5.1%)	4,060 (5.5%)
40-44	200 (5.6%)	1,409 (5.6%)	4,359 (5.9%)
45-49	217 (6.1%)	1,510 (6%)	4,634 (6.3%)
50-54	234 (6.6%)	1,690 (6.7%)	4,985 (6.7%)
55-59	303 (8.5%)	2,018 (8%)	5,621 (7.6%)
60-64	308 (8.6%)	2,079 (8.2%)	5,894 (8%)

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65-69	266	(7.4%)	118	1,845	(7.3%)	116	5,249	(7.1%)	113
70-74	196	(5.5%)	104	1,512	(6%)	113	4,132	(5.6%)	105
75-79	172	(4.8%)	116	1,308	(5.2%)	124	3,345	(4.5%)	109
80-84	89	(2.5%)	92	792	(3.1%)	116	2,126	(2.9%)	106
85+	92	(2.6%)	101	753	(3%)	116	2,219	(3%)	117

Employment by Occupation

Total Employees (16+ Years Old)	4,104			26,559			76,463		
Managerial/Executive	1,288	(31.4%)	181	7,966	(30%)	173	20,131	(26.3%)	152
Professional Specialty	817	(19.9%)	8	7,019	(26.4%)	107	20,022	(26.2%)	106
Office Admin	413	(10.1%)	95	2,696	(10.2%)	95	7,429	(9.7%)	91
Sales	397	(9.7%)	104	2,759	(10.4%)	111	8,789	(11.5%)	123
Production & Transportation	379	(9.2%)	71	1,548	(5.8%)	45	5,038	(6.6%)	51
Construction	254	(6.2%)	7	1,869	(7%)	88	4,585	(6%)	74
Food Preparation & Serving	238	(5.8%)	114	845	(3.2%)	62	3,209	(4.2%)	8
Protective	139	(3.4%)	156	572	(2.2%)	99	2,194	(2.9%)	33
Building Maintenance & Cleaning	107	(2.6%)	7	291	(1.1%)	32	1,741	(2.3%)	67

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Healthcare support	40	(1%)	30	504	(1.9%)	58	1,580	(2.1%)	63
Personal Care	32	(0.8%)	31	440	(1.7%)	66	1,594	(2.1%)	84
Farming, Fishing & Forestry				50	(<0.5%)	33	151	(<0.5%)	34

Employment by Industry

Total Employees (16+ Years Old)	4,104			26,559			76,463		
Educational Services	807	(19.7%)	84	6,280	(23.6%)	101	17,686	(23.1%)	99
Wholesale Retail	551	(13.4%)	102	3,058	(11.5%)	88	9,782	(12.8%)	97
Professional Services	487	(11.9%)	147	3,707	(14%)	173	8,955	(11.7%)	145
Entertainment Services	443	(10.8%)	124	1,677	(6.3%)	75	5,471	(7.2%)	82
Financial, Insurance & Real Estate	341	(8.3%)	123	3,352	(12.6%)	188	9,747	(12.7%)	189
Manufacturing	308	(7.5%)	76	1,665	(6.3%)	63	4,680	(6.1%)	62
Transportation	256	(6.2%)	107	1,498	(5.6%)	96	4,027	(5.3%)	90
Agriculture/Mining/Construction	248	(6%)	71	1,607	(6.1%)	71	4,376	(5.7%)	67
Administrative/Waste Services	228	(5.6%)	133	925	(3.5%)	83	2,898	(3.8%)	91
Other Professional Services	180	(4.4%)	93	1,092	(4.1%)	87	2,895	(3.8%)	81
Public Administration	165	(4%)	84	721	(2.7%)	57	2,777	(3.6%)	74

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Information	90	(2.2%)	118	942	(3.5%)	190	3,112	(4.1%)	218
Management Services				35	(<0.5%)	104	57	(<0.5%)	59

Language Spoken

Speak English at Home	5,840	(86.7%)	112	42,233	(89.8%)	116	119,554	(87.1%)	112
Speak Spanish at Home	534	(7.9%)	56	2,095	(4.5%)	32	8,745	(6.4%)	45
Speak Other Language at Home	363	(5.4%)	64	2,699	(5.7%)	68	8,990	(6.5%)	7

Ancestry

Italian	1,543	(21.8%)	732	9,621	(19.5%)	656	23,677	(16.4%)	552
Scottish/Irish	1,296	(18.3%)	275	9,272	(18.8%)	283	24,251	(16.8%)	253
Other	704	(9.9%)	47	4,720	(9.6%)	45	17,267	(12%)	57
Unclassified	666	(9.4%)	58	6,229	(12.6%)	74	18,838	(13.1%)	8
German	571	(8.1%)	104	4,204	(8.5%)	110	10,961	(7.6%)	98
Other European (e.g. Greek/Russian)	388	(5.5%)	173	2,594	(5.3%)	166	7,155	(5%)	157
British	301	(4.3%)	8	2,190	(4.4%)	84	6,461	(4.5%)	84
Polish	289	(4.1%)	266	1,953	(4%)	258	5,034	(3.5%)	228
South American	230	(3.2%)	261	862	(1.7%)	140	2,069	(1.4%)	115

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American	161	(2.3%)	48	1,091	(2.2%)	46	3,422	(2.4%)	50
Puerto Rican	143	(2%)	72	1,559	(3.2%)	112	5,201	(3.6%)	128
Chinese	116	(1.6%)	131	622	(1.3%)	101	1,887	(1.3%)	105
Other Hispanic	101	(1.4%)	100	686	(1.4%)	97	1,812	(1.3%)	88
Scandinavian	98	(1.4%)	75	785	(1.6%)	84	2,139	(1.5%)	71
South Central Asian (e.g. Indian)	93	(1.3%)	84	595	(1.2%)	71	1,969	(1.4%)	87
Cuban	70	(1%)	136	277	(0.6%)	74	941	(0.7%)	90
Central American	65	(0.9%)	55	300	(0.6%)	37	1,164	(0.8%)	49
Middle Eastern	57	(0.8%)	130	394	(0.8%)	129	1,453	(1%)	162
Korean	56	(0.8%)	153	118	(<0.5%)	46	490	(<0.5%)	66
South East Asian (e.g. Vietnamese)	42	(0.6%)	34	191	(<0.5%)	22	779	(0.5%)	31
French	30	(<0.5%)	34	344	(0.7%)	56	1,214	(0.8%)	68
Dominican	28	(<0.5%)	62	156	(<0.5%)	50	528	(<0.5%)	57
Dutch	21	(<0.5%)	49	182	(<0.5%)	61	739	(0.5%)	85
Mexican	5	(<0.5%)	1	232	(<0.5%)	4	4,321	(3%)	27
Native American (Indian/Eskimo)	3	(<0.5%)	7	21	(<0.5%)	7	100	(<0.5%)	11

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Japanese	1	(<0.5%)	8	(<0.5%)	74	(<0.5%)
Other Asian			53	(<0.5%)	207	(<0.5%)
Hawaiian/Pacific Islander			5	(<0.5%)	23	(<0.5%)

Education (Age 25+)

Total Educated Population	5,101		35,230		102,386	
Elementary (0 to 8 Years)	87	(1.7%)	674	(1.9%)	2,226	(2.2%)
Some High School (9 to 11 Years)	92	(1.8%)	772	(2.2%)	3,190	(3.1%)
High School Graduate (12 Years)	814	(16%)	7,243	(20.6%)	22,902	(22.4%)
Some College (13 to 16 Years)	765	(15%)	5,069	(14.4%)	15,148	(14.8%)
Associates Degree Only	307	(6%)	2,647	(7.5%)	7,334	(7.2%)
Bachelor's Degree Only	1,989	(39%)	12,051	(34.2%)	32,261	(31.5%)
Graduate Degree	1,047	(20.5%)	6,774	(19.2%)	19,325	(18.9%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	2,793	17,912	53,483
One Person Households	726 (26%)	3,676 (20.5%)	12,591 (23.5%)
Married Couple	1,661 (59.5%)	11,525 (64.3%)	31,439 (58.8%)
Male Householder	145 (5.2%)	689 (3.8%)	2,200 (4.1%)
Female Householder	131 (4.7%)	1,241 (6.9%)	4,794 (9%)
Non Family Households	130 (4.7%)	781 (4.4%)	2,459 (4.6%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	2,793	17,912	53,483
1 Person Household	726 (26%)	3,676 (20.5%)	12,591 (23.5%)
2 Person Household	883 (31.6%)	5,700 (31.8%)	16,402 (30.7%)
3 Person Household	464 (16.6%)	3,218 (18%)	9,141 (17.1%)
4 Person Household	487 (17.4%)	3,453 (19.3%)	9,400 (17.6%)
5 Person Household	168 (6%)	1,341 (7.5%)	4,151 (7.8%)
6 Person Household	41 (1.5%)	375 (2.1%)	1,232 (2.3%)
7+ Person Household	24 (0.9%)	149 (0.8%)	566 (1.1%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide



Housing Units

Total Housing Units	2,903	18,628	56,316
Owner Occupied Housing	1,812	15,531	42,420
Renter Occupied Housing	981	2,381	11,063
Vacant Housing	110	716	2,833

Housing Rent

Average Rent	\$1,990.28	\$1,939.85	\$2,036.41
Median Rent	\$1,855.56	\$1,826.22	\$1,943.4
Total Cash Rents Housing	954	2,321	10,643
<\$300	19 (0.8%)	207 (1.9%)	
\$300-\$500	4 (<0.5%)	378 (3.6%)	
\$500-\$750	14 (1.5%)	482 (4.5%)	
\$750-\$1000	19 (2%)	428 (4%)	
\$1000-\$1500	216 (22.6%)	1,778 (16.7%)	
\$1500-\$2000	315 (33%)	2,310 (21.7%)	
\$2000-\$2500	188 (19.7%)	1,916 (18%)	

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	104	(10.9%)	190	262	(11.3%)	196	1,217	(11.4%)	199
\$3000-\$3500	22	(2.3%)	76	151	(6.5%)	214	667	(6.3%)	206
>\$3500	72	(7.5%)	207	190	(8.2%)	224	1,260	(11.8%)	325

Value of Owner-Occupied Housing Units

Average House Value	\$914,992.09	175	\$892,369.52	171	\$903,332.54	173			
Median House Value	\$884,390.64	232	\$818,016.36	215	\$788,635.16	207			
Owner Occupied Housing	1,812		15,531		42,420				
<\$100K			157	(1%)	12	1,019	(2.4%)	28	
\$100K - \$200K	6	(<0.5%)	2	143	(0.9%)	7	816	(1.9%)	14
\$200K - \$300K	6	(<0.5%)	2	339	(2.2%)	13	1,379	(3.3%)	20
\$300K - \$400K	12	(0.7%)	5	510	(3.3%)	23	2,081	(4.9%)	34
\$400K - \$500K	84	(4.6%)	40	1,139	(7.3%)	64	3,629	(8.6%)	74
\$500K - \$1000K	1,075	(59.3%)	240	8,727	(56.2%)	227	20,339	(47.9%)	194
>\$1000K	629	(34.7%)	318	4,516	(29.1%)	266	13,157	(31%)	284

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide



Poverty

Households in Poverty	138	(4.9%)		657	(3.7%)		3,045	(5.7%)	
Households Above Poverty	2,655	(95.1%)		17,255	(96.3%)		50,438	(94.3%)	
Households in Poverty (Married)	58	(2.1%)		230	(1.3%)		839	(1.6%)	
Households in Poverty (Male Householder)				49	(<0.5%)		150	(<0.5%)	
Households in Poverty (Female Householder)	10	(<0.5%)		90	(0.5%)		435	(0.8%)	
Households in Poverty (Non-Family)	65	(2.3%)		268	(1.5%)		1,519	(2.8%)	
Households in Poverty (Non-Family Student)	5	(<0.5%)		20	(<0.5%)		102	(<0.5%)	

Wealth per Household

Household Average Wealth	\$278,935.73		\$288,560.04		\$278,058.4				
Household Median Wealth	\$110,775.8		\$125,443.96		\$112,741.03				
<\$0K	431	(15.4%)		2,586	(14.4%)		8,129	(15.2%)	
\$0K - \$5K	193	(6.9%)		1,101	(6.1%)		3,620	(6.8%)	
\$5K - \$10K	110	(3.9%)		644	(3.6%)		2,041	(3.8%)	
\$10K - \$25K	162	(5.8%)		1,001	(5.6%)		3,073	(5.7%)	
\$25K - \$50K	184	(6.6%)		1,185	(6.6%)		3,539	(6.6%)	

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$50K - \$100K	279	(10%)	98	1,847	(10.3%)	101	5,472	(10.2%)	100
\$100K - \$250K	522	(18.7%)	103	3,490	(19.5%)	108	10,213	(19.1%)	106
\$250K - \$500K	410	(14.7%)	111	2,733	(15.3%)	116	7,893	(14.8%)	112
>\$500K	502	(18%)	121	3,325	(18.6%)	125	9,503	(17.8%)	119

Vehicles per Household

Total Number of Vehicles	5,533			36,397			102,906		
Average Number of Vehicles	1.98		108	2.03		111	1.92		105
No Vehicles	125	(4.5%)	54	692	(3.9%)	47	3,176	(5.9%)	72
1 Vehicle	885	(31.7%)	97	4,665	(26%)	79	14,797	(27.7%)	84
2 Vehicles	1,099	(39.3%)	107	7,894	(44.1%)	120	23,002	(43%)	117
3 or more Vehicles	684	(24.5%)	111	4,661	(26%)	118	12,508	(23.4%)	106

Population Change

Births	67			452			1,374		
Deaths	56			431			1,171		
Migration	122			99			203		

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	324	1,053	5,063
Total Employees	4,303	14,486	60,464

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats